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**(54) IMAGE DATA CONVERTING METHOD AND RECORDING MEDIUM IN WHICH IMAGE DATA CONVERSION PROGRAM IS RECORDED**

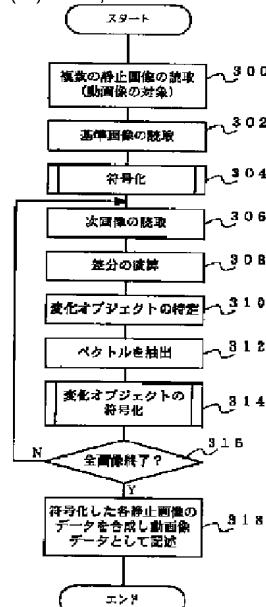
synthesizing pieces of data of each encoded still image (a step 318).

(57) Abstract:

PROBLEM TO BE SOLVED: To make an object image to be included in an original image into parts to be easily reused.

SOLUTION: Plural still images to be a moving image, are read (a step 300), a reference image is specified and encoded (steps 302, 304). Next, the next still image is read (a step 306) and difference between the reference image and the still image is calculated (a step 308). A change object is specified by using a calculated differential value (a step 310), vector information is extracted (a step 312) and the change object is encoded for the read still image (a step 314). This processing is executed for all of plural still images to be an object as the moving images (by repeating each processing until it is judged as affirmative in a step 316). When the processings of all still images are completed, moving image data is generated by

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(Translation)

Citation 1

Japanese Patent Laid-Open Publication No. 2000-201358

Laid-Open Date: July 18, 2000

Application No 3426/1999 dated January 8, 1999

Applicant: FUJI PHOTO FILM CO., LTD.

Title: IMAGE DATA CONVERSION METHOD, AND STORAGE MEDIUM STORING IMAGE DATA CONVERSION PROGRAM

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Relevant part:

[0108]

Next, there will be described a conversion processing to generate moving image data by using encoding and enlarging/reducing of image data described above. It should be noted that the following processing routine can be provided as a computer executable application stored in a storage medium such as an FD and be executed by an execution instruction.

[0109]

First, when power of an image conversion apparatus 10 is turned on, a processing routine shown in FIG. 1 is executed. It should be noted that this processing routine can be provided as a computer executable application stored in a storage medium such as an FD and be executed by an execution instruction.

[0110]

In a step 300 in FIG. 1, a plurality of still images being subjects for a moving image is read. In a next step 302, a reference image among the read plural still images is read, and in a next step 304, the reference image is encoded. As this reference image, the temporally first still image among the plural still images can be adopted. Further, a processing of the step 304 can be executed by the above-described encoding processing (see FIG. 3).

[0111]

When encoding of the reference image ends, the still image continuous to the reference image among the plural still images is read in a next step 306. In a next step 308, a difference between the reference image and the still image read in the step 306 is obtained. This step 308 is a step for specifying a degree of change from the reference image to the read still image.

[0112]

Next, in a step 310, an object image (changed object) changed from the reference image is specified by using a difference value obtained above, and in a next step 312, vector information of the object image is extracted. If the read still image is changed from the reference image, change appears as the difference. Similarity of the object image included in the reference image is obtained from the difference value, a position and a shape thereof, and position fluctuation and size fluctuation thereof are obtained. These are vector information. It should be noted that the processing of this step is unnecessary when vector information is stored in advance.

[0113]

In a next step 314, the changed object in the still image having been read in the step 306 is encoded. It suffices if encoding is performed only on information indicating that the reference image is a basis and on the vector information. It is because presence of the reference image and the vector information enables reproduction of the read still image.

[0114]

The processings from the step 306 to the step 314 described above (the respective processings are repeated until affirmative judgment in the step 316) are executed on the plural still images being the subjects for the moving image. It should be noted that in the above processings, the vector information is obtained in relation to the reference image, but obtaining of vector information can be performed on the neighboring still images. In such a case, an object image included in the immediately preceding still image is one which fluctuates, having vector information, from the object image included in the reference image. Further, an object image which is not included in the reference image and which newly appears in the plural still images can be encoded newly as the object image at that time (at a time that a difference between the images without similarities is obtained).

[0115]

When the above-described processings on all the still images end, in a next step 318, moving image data is generated by combining data of the respective still images having been encoded above. In the above combining, the moving image data can be generated by arranging the data sequentially, or the moving image data can be generated by performing data description in accordance with a predetermined format.

(Translation of Official Communication)

**DECISION OF REJECTION**

Mailed: May 18, 2010

Indication of Case: Japanese Patent Application No. 2004-563512

Title of the Invention: Encoding Dynamic Graphic Content Views

Applicant: NXP B.V.

It is decided that the present application should be rejected for Reasons A and B set forth in the NOTIFICATION OF REASON FOR REJECTION mailed August 14, 2009.

The Examiner has reviewed the Argument/Amendment but does not find the necessity of withdrawing the ground(s) for rejection in the previous Official Action.

**REMARKS:**

**Reason A**

In the Argument filed, the applicant has argued as follows.

- The invention defined by Claim 1 relates to a method for encoding dynamic graphic content. As described in paragraph [0002] of the specification (Attorney's Note: page 1, lines 9 – 15 of the English text), graphic content is a combination of text and pictures that a user will see when accessing a particular website for example. The dynamic graphic content features such elements as forms, buttons and targeted information, the appearance of which is controlled and determined both by a user viewing the graphic content and by software generating the graphic content.

Thus, the invention defined by Claim 1 relates to web design and to the presentation of content in the form of, for example, hypertext or hypermedia that is delivered to an end user via the Internet.

... (an omission) ...

In contrast, the objective of the invention disclosed in Citation 1 is to make an object image that is to be included in an original image into parts to be easily reused. Thus, the invention disclosed in Citation 1 relates to a plurality of still images which form a moving image when viewed sequentially. This is clear from step 318 in Citation 1 in which moving image data is generated by combining the data of the respective still images.

Thus, Citation 1 does not relate to graphic content which includes a plurality of dynamic elements each of which has a plurality of appearance states as in the invention defined by Claim 1. Therefore, the views formed by the dynamic elements in the invention defined by Claim 1 are completely different from the still image views of the invention disclosed in Citation 1. Furthermore, the still image views of Citation 1 do not include dynamic elements as in the invention defined by Claim 1.

However, the "dynamic elements" of the inventions defined by Claims 1 – 14 are neither defined as relating to web design nor defined as being controlled and determined both by a user viewing the graphic content and by software generating the graphic content.

Moreover, it is considered that the "objects" of the invention disclosed in Citation 1 (in particular, see paragraph [0112]) are variable elements since the positions and the sizes thereof vary. Accordingly, the "objects" of the invention disclosed in Citation 1 correspond to the "dynamic elements" of the inventions defined by Claims 1 – 14.

Thus, the applicant's argument cannot be accepted.

#### Reason B

In the Argument filed, the applicant has argued as follows.

- The invention defined by Claim 1 relates to a method for encoding dynamic graphic content. As described in paragraph [0002] of the specification (Attorney's Note: page 1, lines 9 – 15 of the English text), graphic content is a combination of text and pictures that a user will see when accessing a particular website for example. The dynamic graphic content features such elements as forms, buttons and targeted information, the appearance of which is controlled and determined both by a user viewing the graphic content and by software generating the graphic content.

Thus, the invention defined by Claim 1 relates to web design and to the presentation of content in the form of, for example, hypertext or hypermedia that is delivered to an end user via the Internet.

... (an omission) ...

For example, a dynamic element could be a graphic view of a button which button may have three appearance states, one in which the button is green, one in which the button is red, and one in which the button is amber.

... (an omission) ...

It is considered from the foregoing that the meaning of "dynamic elements" in the present invention is clarified. For example, it can be interpreted that a "dynamic element" means an element which may be altered by an end user viewing a graphic content via the Internet.

Furthermore, it is considered that the meaning of "appearance states" in the present invention is also clarified. For example, it can be interpreted that "appearance states" could represent shape and/or design and/or color. Since the recitation of Claim 4 is amended in accordance with the descriptions of paragraph [0025] (Attorney's Note: page 7, lines 19 – 25 of the English text), it is considered that the technical significance of the feature of Claim 4 is clarified.

Thus, it is considered that the recitation of the claims is clarified.

However, the claims do not include any recitation as to a relationship with web design or an element which may be altered by an end user viewing a graphic content via the Internet. Thus, the phrase "dynamic elements" alone is insufficient.

Accordingly, it is unclear what technical concepts described in the detailed description of the invention (in particular, see paragraph [0002] (Attorney's Note: page 1, lines 9 – 15 of the English text)) are covered by "dynamic elements," such as whether or not the "dynamic elements" mean "form" or "button," and whether or not the "dynamic elements" cover graphics in which shapes, patterns, colors, etc. simply vary as the time passes.

Moreover, the other points pointed out under Reason B in the previous Official Action (except for Reason B (5)) are still unclear.

Thus, the applicant's argument cannot be accepted.

(Incidentally, the following remarks of the Examiner are not based on the recitation of the claims, but there are the following prior art references relating to the present application with respect to the technique for GUI, such as "button" or the like. The applicant is requested to review the prior art references if filing a Notice of Appeal.

#### List of Well-Known Art References

1. Japanese Patent Laid-Open Pub. No. 2002-259028  
(see, in particular, paragraphs [0004] – [0007])
2. Japanese Patent Laid-Open Pub. No. 2001-282426

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3. (see, in particular, paragraphs [0074] – [0084])  
Japanese Patent Laid-Open Pub. No. 202521/1996  
(see, in particular, paragraphs [0007] – [0009]))